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09/966,757	10/01/2001	John S. Hendricks	3698.00D8	7416

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EXAMINER
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SHELEHEDA, JAMES R

ART UNIT	PAPER NUMBER
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2617

DATE MAILED: 01/04/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

# Office Action Summary

Application No.

09/966,757

Applicant(s)

HENDRICKS, JOHN S.

Examiner

James Sheleheda

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

## Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

## Status

- 1) ☐ Responsive to communication(s) filed on \_\_\_\_.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

## Disposition of Claims

- 4) ☒ Claim(s) 1-22 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-22 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_ are subject to restriction and/or election requirement.

## Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

## Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
  - ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_.
  - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

## Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date 8/15/02, 3/17/03, 5/7/04
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: \_\_\_\_.

## DETAILED ACTION

### ***Claim Rejections - 35 USC § 102***

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

2. Claims 1-7 are rejected under 35 U.S.C. 102(e) as being anticipated by Goldstein (5,410,326).

As to claim 1, Goldstein discloses a television delivery system for generating an interactive electronic program guide for display on a television connected to a set top terminal (column 33, lines 3-34), the system comprising:

an operations center (cable facility; column 16, lines 38-41) comprising:

a means for packaging a plurality of television programs (plural programs to be broadcast to viewers; column 9, line 3-34 and column 34, line 67-column 35, line 22); and

a means for generating program control information including data associated with the packaging of the television programs (column 33, lines 58-68 and column 34, line 67-column 35, line 22);

a means for delivering the packaged television programs and the program control information from the operations center to a subscriber (column 16, lines 38-61, column 21, lines 3-10 and column 33, lines 58-68);

a set top terminal, located at the subscriber's location, that receives the television programs from the operations center (column 16, lines 38-45), the terminal comprising:

a microprocessor for executing program instructions (Fig. 14; microprocessor unit, 137; column 16, lines 38-45);

a graphic memory (column 33, lines 18-23 and lines 58-62);

a graphic generator to generate graphics from the graphic memory (column 17, lines 16-19 and column 34, lines 20-28); and

a subscriber interface for choosing an option from displayed graphics (column 34, lines 20-28) and for effecting the memory location from which graphical information is generated by the graphics generator (column 34, lines 20-37);

wherein the terminal generates an electronic program guide (column 17, lines 16-19) having

a home menu (master menu; column 34, lines 1-9);

a plurality of major menus displayed as menu options on the home menu (column 34, lines 6-19);

a plurality of sub-menus displayed as menu options on the plurality of major menus (column 34, line 67-column 35, line 59); and

a plurality of during programming menus enacted after selection of a program (additional information icons displayed during a program; column 14, lines 3-20).

As to claim 2, Goldstein discloses an introductory menu that is displayed upon beginning use of the guide (local menu to perform initialization; column 33, lines 11-34).

As to claim 3, Goldstein discloses wherein the guide is controlled by a set top terminal (television receiver; column 33, lines 11-33), and wherein the introductory menu automatically appears on the television screen when the set top terminal is turned on (column 3, lines 11-16).

As to claim 4, Goldstein discloses wherein the introductory menu displays information or messages from a television delivery system operations center that provides programming (column 33, lines 11-68).

As to claim 5, Goldstein discloses wherein the information or messages are directed to a particular subscriber (column 20, lines 54-63).

As to claim 6, Goldstein discloses wherein the information or messages are directed to a group of subscribers (column 20, lines 54-63).

As to claim 7, Goldstein discloses wherein the during program menus comprise hidden menus and program overlay menus (comprising overlaid icons and hidden embedded information; column 14, lines 3-20).

3. Claims 22 is rejected under 35 U.S.C. 102(e) as being anticipated by Banker et al. (Banker) (5,477,262).

As to claim 22, Banker discloses a television system delivery system for generating an interactive electronic program guide for display on a television connected to the set top terminal (Fig. 1), the system comprising:

- an operations center (headend; Fig. 1; column 7, lines 58-63) comprising:

- a means for packaging a plurality of television programs (plural scheduled programs to be broadcast to viewers; Figs. 2 and 13A; column 5, lines 49-53, column 18, lines 3-19 and column 21, lines 62-64); and

- a means for generating program control information including data associated with the packaging of the television programs (column 18, lines 3-19 and column 21, lines 62-64);

- a means for delivering the packaged television programs and the program control information from the operations center to a subscriber (Fig. 2; column 9, lines 26-51, column 18, lines 3-19 and column 21, lines 62-64);

- a set top terminal (Fig. 3, 300; column 10, lines 61-63), located at the subscriber's location, that receives the television programs from the operations center (column 11, lines 37-52), the terminal comprising:

- a microprocessor (310) for executing program instructions (column 11, lines 31-36);

- a graphic memory (NVM, 314; column 12, lines 1-5);

a graphic generator (on screen control circuit, 306) to generate graphics from the graphic memory (column 12, lines 1-5 and lines 27-61); and

a subscriber interface for choosing an option from displayed graphics (column 21, lines 34-43) and for effecting the memory location from which graphical information is generated by the graphics generator (column 21, lines 34-43 and column 12, lines 1-5 and lines 27-61),

wherein the terminal generates an interactive electronic program guide (column 11, lines 21-31) having

a plurality of interactive menus (interactive menus for such features as sleep mode, messages, pay-per-view, VCR timing and STB control; Figs. 8, 10, 12, 16A, 18 and 20; column 21, line 44-column 25, line 27), each corresponding to a level of interactivity and having one or more interactive menu items for selection (Figs. 8, 10, 12, 16A, 18 and 20; column 21, line 44-column 25, line 27);

a main menu having one or more main menu items for selection (top menu; Fig. 7A), which main menu items correspond to the interactive menus (corresponding to the submenus; Fig. 7 and 7A; column 21, lines 34-45), wherein the menus are navigated using a user input (column 21, lines 34-43), and wherein the main menu items and the interactive menu items are responsive to selection signals received from the user input (column 21, lines 34-43); and

a cursor for navigation of the menus (column 19, line 59-column 20, line 34).

***Claim Rejections - 35 USC § 103***

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 8-21 are rejected under 35 U.S.C. 103(a) as being unpatentable over Banker in view of Gibson (5,539,871).

As to claim 8, Banker discloses a television system delivery system for generating an interactive electronic program guide for display on a television connected to the set top terminal (Fig. 1), the system comprising:

an operations center (headend; Fig. 1; column 7, lines 58-63) comprising:

a means for packaging a plurality of television programs (plural scheduled programs to be broadcast to viewers; Figs. 2 and 13A; column 5, lines 49-53, column 18, lines 3-19 and column 21, lines 62-64); and

a means for generating program control information including data associated with the packaging of the television programs (column 18, lines 3-19 and column 21, lines 62-64);

a means for delivering the packaged television programs and the program control information from the operations center to a subscriber (Fig. 2; column 9, lines 26-51, column 18, lines 3-19 and column 21, lines 62-64);

a set top terminal (Fig. 3, 300; column 10, lines 61-63), located at the subscriber's location, that receives the television programs from the operations center (column 11, lines 37-52), the terminal comprising:

a microprocessor (310) for executing program instructions (column 11, lines 31-36);

a graphic memory (NVM, 314; column 12, lines 1-5);

a graphic generator (on screen control circuit, 306) to generate graphics from the graphic memory (column 12, lines 1-5 and lines 27-61); and

a subscriber interface for choosing an option from displayed graphics (column 21, lines 34-43) and for effecting the memory location from which graphical information is generated by the graphics generator (column 21, lines 34-43 and column 12, lines 1-5 and lines 27-61),

wherein the terminal generates an interactive electronic program guide (column 11, lines 21-31) having

an overlay menu that is displayed during the one of the programs (Figs. 7 and 7A; column 12, line 62-column 13, line 13 and column 21, lines 34-43), the overlay menu including interactive features (Fig. 7A), wherein the overlay menu is displayed in response to a signal received from a user input (Figs. 3 and 4; column 16, lines 19-42 and column 19, lines 59-65).

While Banker discloses an overlay menu that is displayed in response to a signal received from the user input (column 19, line 59-column 20, line 5), he fails to specifically disclose a logo that is displayed on the television screen during one of the

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programs, which program has one or more interactive features, wherein the logo indicates to a user that the interactive features are available for the program.

In an analogous art, Gibson discloses a system wherein an interactive menu system for display on a television in conjunction with television programming (column 2, lines 10-27), wherein

a logo that is displayed on a display during a program having one or more interactive features (column 3, line 65-column 4, line 35 and column 6, lines 1-24);

a overlay menu that is displayed during the program (displayed list of choices; column 6, lines 51-56), the overlay menu including the interactive features (column 6, lines 53-62),

wherein the logo indicates to a user that the interactive features are available for the program (column 4, lines 7-35 and column 6, lines 1-24), and wherein the overlay menu is displayed in response to a signal received from a user input (column 6, line 38-56) for the typical benefit of allowing a user to elect to access additional information associated with a multimedia presentation (column 1, lines 39-63).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Banker's system to include a logo that is displayed on the television screen during one of the programs, which program has one or more interactive features, wherein the logo indicates to a user that the interactive features are available for the program, as taught by Gibson, for the typical benefit of providing a user with a means to easily identify and access additional information related to a displayed video presentation.

As to claim 9, Banker and Gibson disclose wherein the overlay menu includes menu options for a plurality of interactive features (see Banker at Figs. 7 and 7A and Gibson at column 5, lines 38-54 and column 6, lines 52-56).

As to claim 10, Banker and Gibson disclose wherein the overlay menu further includes a menu option to return to the program without the interactive features (see Banker at Fig. 7A and Gibson at column 6, lines 57-60 and Fig. 6, steps 610, 612 and 616).

As to claim 11, Banker and Gibson disclose a cursor that indicates one of the menu options (see Banker at column 21, lines 34-43 and Gibson at column 6, lines 51-56, column 4, lines 27-35 and column 3, lines 36-39), wherein the cursor is controlled by the user input (see Banker at column 21, lines 34-43 and Gibson at column 4, lines 27-35 and column 3, lines 36-39).

As to claim 12, Banker and Gibson disclose wherein the interactive features include facts related to the program (see Gibson at column 4, line 65-column 5, line 5).

As to claim 13, Banker and Gibson disclose wherein the guide further comprises a plurality of interactive submenus for use with the interactive features (see Banker at Figs. 7 and 7A and column 21, lines 34-43), which submenus are displayed in response

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to a selection of the menu items (see Banker at column 21, lines 34-43), the selection being received as at least one of the selection signals from the user input (see Banker at column 21, lines 34-43).

As to claim 14, while Banker and Gibson discloses displaying a plurality of submenus (see Banker at Fig. 7A), they fail to specifically disclose wherein the submenus are displayed in a video window in a scaled down program video format.

The examiner takes Official Notice that it was notoriously well known in the art at the time of invention by applicant to simultaneously display a reduced version of a menu with a plurality of selections on the same display as video programming, wherein the menu and video programming are each scaled to cover a smaller portion of the overall display to allow both to be fully displayed to the user at the same time, for the typical benefit of allowing a viewer to continue fully viewing a television program while navigating a menu and not miss any of the displayed video program.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Banker and Gibson's system to include wherein the submenus are displayed in a video window in a scaled down program video format for the typical benefit of allowing a viewer to continue viewing a television program while navigating a menu and not miss any of the displayed video program.

As to claim 15, Banker and Gibson disclose wherein the program and one or more of the submenus are displayed on the television at the same time (see Banker at column 12, line 63-column 13, line 13).

As to claim 16, Banker and Gibson disclose wherein the logo is displayed as an overlay menu (overlaid button to select; see Gibson at column 4, lines 7-36).

As to claim 17, Banker and Gibson disclose wherein the logo is displayed by the set top terminal (see Banker at Fig. 3; column 12, lines 42-61), and wherein the set top terminal determines whether there is data or information about the program to be displayed as the one or more interactive features (see Gibson at column 5, lines 38-54) and displays the logo if there is data or information (see Gibson at column 6, lines 1-10).

As to claim 18, Gibson discloses wherein the set top terminal (see claim 17) generates an overlay menu including the logo (column 3, line 65-column 4, line 35 and column 6, lines 1-24).

As to claim 19, while Banker and Gibson disclose generating the overlay menu utilizing a set top converter (see Banker at column 12, lines 42-61), they fail to specifically disclose using data received during a vertical blanking interval.

The examiner takes Official Notice that it was notoriously well known in the art at the time of invention by applicant to utilize data from a vertical blanking interval, as

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receiving data during a vertical blanking interval at a set top terminal allows a cable headend or other programming provider to download additional data and information to a user's system, such as interactive information or data updates, for the typical benefit allowing additional and updated information to be received at a user's terminal from a broadcast provider utilizing a television signal.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Banker and Gibson's system to include using data received during a vertical blanking interval for the typical benefit allowing additional and updated information to be received at a user's terminal from a broadcast provider utilizing a television signal.

As to claim 20, Banker and Gibson disclose wherein the logo is displayed in a corner of the screen of the television periodically for a specified duration (Fig. 3B, Fig. 4, step 408; column 5, lines 6-20).

As to claim 21, while Banker and Gibson disclose wherein the logo is displayed for a particular period of time (pertaining to periods of time an object is on the display; see Gibson at column 6, lines 10-18 and column 4, lines 7-26 and lines 45-54), they fail to specifically disclose displaying the logo for 15 seconds during a plurality of ten-minute segments of the program.

The examiner takes Official Notice that it was notoriously well known in the art at the time of invention by applicant to display specific objects in a media presentation for

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at least 15 seconds during a plurality of ten-minutes segments of the program, such as the main character or object in a television program or movie, for the typical benefit of displaying important information to viewer's during extended periods of time during a program.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Banker and Gibson's system to include displaying the logo for 15 seconds during a plurality of ten-minute segments of the program for the typical benefit of displaying important information to viewer's during extended periods of time during a program.

### ***Conclusion***

6. The following are suggested formats for either a Certificate of Mailing or Certificate of Transmission under 37 CFR 1.8(a). The certification may be included with all correspondence concerning this application or proceeding to establish a date of mailing or transmission under 37 CFR 1.8(a). Proper use of this procedure will result in such communication being considered as timely if the established date is within the required period for reply. The Certificate should be signed by the individual actually depositing or transmitting the correspondence or by an individual who, upon information and belief, expects the correspondence to be mailed or transmitted in the normal course of business by another no later than the date indicated.

### **Certificate of Mailing**

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Please refer to 37 CFR 1.6(d) and 1.8(a)(2) for filing limitations concerning facsimile transmissions and mailing, respectively.


7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to James Sheleheda whose telephone number is (571) 272-7357. The examiner can normally be reached on 9:00-5:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Chris Kelley can be reached on (571) 272-7331. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

James Sheleheda  
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